

River City Express

A publication of the NASWA "Workforce Intelligence Summit 2002"

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Workforce Intelligence Summit 2002 Concludes

Richard Holden, California's LMI Chief, ended the "Workforce Intelligence Summit 2002" by thanking those who helped make the conference possible including Mechelle Hayes, Ana Bouza, Mary Sue Vickers, Joel Hessing, Jim Igel, and Quentin Turner.



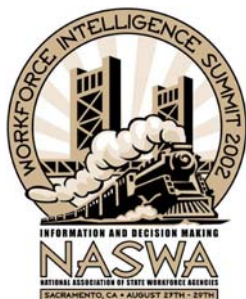
Keynote Speaker: Kevin Johnson Lessons in Leadership and Community and Economic Development

Building things that last, timing, and taking a unique and sometimes radical approach were some of the highlights from comments by our special guest speaker, Kevin M. Johnson, president of St. Hope Corporation. After a prestigious twelve-year career with National Basketball Association (NBA) Phoenix Suns, the native of the Oak Park neighborhood in Sacramento has spent his last thirteen years investing in existing resources, campaigning for the continuous improvement of the Oak Park neighborhood, and making the area a



model for other communities throughout the United States. Providing an after-school educational program, restoring an old Victorian home, converting a 40-unit single-room occupancy hotel into twenty loft apartments and six retail spaces, and renovating the

historic Guild Theater in Oak Park are a few of the accomplishments of the St. Hope Corporation. Mr. Johnson pointed out that providing access to information and knowledge through schools and other educational venues makes good business sense. Through his activities, Mr. Johnson has incorporated economics and education to develop a plan for competitiveness. He also added that leadership through bipartisan consensus and focus provides a needed service to customers and benefits communities.



Final Edition of the River City Express

The River City Express was a publication of the NASWA "Workforce Intelligence Summit 2002" held in Sacramento, California August 27-29. This fourth, and final

edition, includes articles featuring the breakout sessions, luncheon speaker's comments, and evaluation data from August 29th. The California LMI staff sin-

cerely hopes you enjoyed the conference, and your stay in Sacramento, California. It was our pleasure to serve as your conference information source.

Session Notes From Thursday, August 29th

Regional Planning

Where regional planning and workforce development intersect, one finds shared facts, common assumptions and the potential for collective databases. The Regional Planning breakout session focused on how to use LMI and other data sources to get the most out of scarce public planning resources while still allowing for the individual needs of communities within the region. Trish Kelly of the California Center for Regional Leadership opened the session by emphasizing the vital role that regional planning plays in workforce development. Donna DeWeerd discussed the North Bay Employment Connection, a regional collaborative that has leveraged the assets of more than 50 partners to develop a coherent regional workforce development plan with a suite of tools that includes a skills matrix, a work-based learning toolkit and a curriculum development methodology. Tracey Brown presented information on the EASTBAY Works Regional Planning System, a collaborative of four local WIBs that has designed a method for collecting and exchanging industry-specific LMI to convey skill needs and training capacity throughout the region. Trish Kelly stressed the important role of regional groups in defining industry clusters and career progressions, and in helping to bring the business community together with workforce investment partnerships.

Interstate Data Sharing

Mary Ann Regan, Director of the Pennsylvania Department of Labor and Industry, facilitated a panel discussion addressing the growing need to share data among states and to provide quality information about labor markets that cross state boundaries. Panel member Maria Colavito, an attorney who is the contractor for the Wage Record Interchange System, explained that 24 states are involved in data sharing with another 11 states being added soon. This interchange system is an important

tool for states to use for performance measurement and reporting under the Workforce Investment Act. Gerry Bradley, Manager of New Mexico's Economic Research and Analysis Bureau agreed that this information is vital and spoke about his state's Wage Record Research Program to track labor force attachment and wage information among nine to ten states using an MOU process. Jeff Nall, Administrator of the Policy and Information Division of Iowa's Workforce Development

Department, briefly discussed the Labor Shed Project which surveyed and disseminated information about a region crossing the state boundary between Iowa and Illinois from which an employment center draws its commuting workers, irrespective of natural or political boundaries. There was a good deal of audience participation among several labor market information directors from various states regarding confidentiality, funding, and the benefits and values of interstate data sharing.

Workforce Investment Boards and Workforce Intelligence

Session facilitator, Paul Gussman, Deputy Director of the California Workforce Investment Board, opened the discussion by posing the following question: "Are local workforce investment boards 'plugging in' workforce intelligence to their strategic planning and action?" Both Martin Adams of the Twin Cities Economic Group in Illinois, and Margo West from the Orange County California Local Workforce Investment



Board provided their experiences and perspectives in using workforce intelligence. They agreed that the local boards need to connect to education and link education to economic development. Margo West emphasized the need for more user-friendly

LMI for both One-Stop staff and job seekers. Martin Adams discussed the need to target LMI to various customer groups, and suggested that a "think-tank" approach would benefit all stakeholders. They each repeatedly noted the importance of workforce intelligence in strategic planning and promoting policy development.

Conference Evaluations

Conferences participants evaluated the sessions as follows:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Interstate Data Sharing					
<i>Speaker(s) were informative and interesting</i>					✓
<i>Topics were enlightening and interesting</i>					✓
WIB's & Workforce Intelligence					
<i>Speakers</i>					✓
<i>Topics</i>					✓
Regional Planning					
<i>Speakers</i>				✓	
<i>Topics</i>				✓	

Overall Conference Evaluation

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It was worth my time and expense to attend this conference.					✓

Thank you for participating in the session evaluations!